



# CAMPAIGN CHECKLIST

- MEET** with your CEO to discuss his/her vision for the campaign.
- KICKOFF** your campaign and run an informative, exciting time-limited campaign.
- MAINTAIN** enthusiasm and momentum by sending frequent emails. Start by inviting your colleagues to visit [buildcommunity.org](https://buildcommunity.org) to see your United Way donation in action!
- PROVIDE** co-workers opportunities to learn more by sharing a virtual video story from a United Way community partner
- INVITE** colleagues to explore the impact of UWYC's mission by watching some of our featured videos.
- WORK** with your United Way Relationship Manager to ensure the successful achievement of your goal.
- DO IT ON YOUR OWN** once a donor gives, encourage each one to conduct their own peer-to-peer campaign.
- CELEBRATE** your success!

**YOUR UNITED WAY RELATIONSHIP MANAGER IS READY TO ASSIST YOU AT ANY TIME!**

**United Way  
of York County**

